

## CLAIMS

1        1. A fixture for raising, lowering, and supporting a banner or the  
2 like on the side of a multi-story or tall single storied building, comprising:

3              a U-shaped bracket having a pair of generally planar, parallel, legs  
4 joined by a generally planar bight adapted to engage a vertical parapet or  
5 horizontal overhang at the top of the building;

6              adjustable clamp members adapted to retain the bracket on the building  
7 member;

8              a motor driven winch supported on the bracket and adapted to engage  
9 the end of a cable attached to the banner so that upon powering of the winch  
10 the banner is raised or lowered as cable is arranged and is reeled from the  
11 winch; and

12              a remote control member for the winch motor.

1        2. The fixture of claim 1 in which the remote control is wirelessly  
2 connected to the winch motor;

1        3. The fixture of claim 1 in which the remote control is wired to  
2 the winch motor.

1        4. The fixture of claim 1 further including electric lamps supported  
2 on the bracket in the direction of the banner so as to illuminate the banner  
3 supported by the bracket.